

### **Amendments to the Specification**

Please insert the following *new* section heading on page 1, immediately preceding line 2 (and following the previously introduced section heading and paragraph containing the Cross Reference to Related Applications, as entered by Preliminary Amendment):

#### **FIELD OF THE INVENTION**

Please insert the following *new* section heading on page 1, immediately preceding line 6:

#### **BACKGROUND OF THE INVENTION**

Please replace the paragraph beginning on page 1, line 6, with the following amended paragraph:

In co-pending U.S. patent application Ser. No. 10/014,202 (now published as U.S. Application Publ. No. 2003/0093329 attorney docket US010572), entitled Method and Apparatus for Recommending Items of Interest based on Preferences of a Selected Third Party, the contents of which are incorporated herein by reference, methods and apparatus are provided for swapping of entire user profiles with others. User profiles are generated in the PVR based on a viewing history of the viewer that indicates the viewer's viewing preferences.

Please insert the following *new* section heading on page 2, immediately preceding line 1:

#### **SUMMARY OF THE INVENTION**

Please insert the following *new* section heading on page 4, immediately preceding line 4:

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

Please insert the following *new* section heading on page 4, immediately preceding line 11:

#### **DETAILED DESCRIPTION OF THE INVENTION**

Please replace the paragraph beginning on page 8, line 18, with the following amended paragraph (underlining in original being replaced):

Referring now to FIG. 3b, a further alternative, referred to by reference numeral A in FIG. 3a, will now be described. Although the other users user's and viewer may belong to a group which freely exchanges exchange their user profiles among themselves, the methods of the present invention are also applicable to groups of users who wish to be compensated for the use of their user profile. In such a situation, the other user decides whether he/she wishes to solicit a price for the use of their user profile at step 224. For purposes of this disclosure, "price" can mean a monetary compensation, a return favor, or any thing in which the other user realizes compensation, monetary or otherwise. If the other user does not wish to solicit a price for his/her user profile (or portion thereof), shown schematically by step 224--NO, the method proceeds to step 218 where the viewer transmits as much of his/her user profile that he wants the viewer to have. If the other user wishes to solicit a price for his/her user profile (or portion thereof), shown schematically by step 224--YES, the method proceeds to step 226 where the other user transmits his/her price to the viewer. Such information is input into the apparatus 101 using an appropriate user interface. At step 228, the viewer can then either accept or reject the other user's price, shown schematically by steps 228--YES and 228--NO, respectively. If the viewer does not want to pay the price of the other user for his/her user profile, the method proceeds to step 232 where the method ends or, if multiple other users transmitted a response, repeats for the other users. If the viewer agrees to pay the price of the other user for his/her user profile, the method proceeds to step 230 where the viewer transmits the acceptance to the other user. The method then proceeds to step 230 where the other user transmits his/her user profile (or portion thereof) to the viewer. Thus, the methods of the present invention can be further extended by allowing for bidding of user profiles from the other users similar to the scheme used by E-Bay Ebay or as described in co-pending U.S. application Ser. No. 09/935,886 entitled, Wireless Method for Bidding for the Products of a Provider of such Products, published as U.S. Application Publ. No. 2003/0041015 Wireless Method for Bidding for the Products of a Provider of such Products, the contents of which are incorporated by reference.

Please replace the paragraph beginning on page 9, line 12, with the following amended paragraph:

Those skilled in the art will appreciate that the methods of the present invention gives both the other users and viewer versatility in choosing how much of their user profile they wish to share and how much of the shared profile they wish to incorporate into

their user profile. Thus, the other user decides how much access he/she would like to give for each profile space via an appropriate user interface. For example, if the other user gives only 50% access to one of the profile spaces then only half of the profile or certain prongs of the profile can be provided to the viewer's recommender 110. Generating a combined user profile can be done as is disclosed in co-pending U.S. application Ser. No. 10/014,202 entitled, Method and Apparatus for Recommending Items of Interest Based on a Preference of a Selected Third Party, published as U.S. Application Publ. No. 2003/0093329, the contents of which are incorporated herein by reference. The viewer's recommender 110 would then incorporate the 50% of the profile with his/her own profile and use it to generate recommendations as discussed above and in U.S. application Ser. No. 10/014,202. The viewer's recommender 110 could use all of the profile for which he/she has access or use only part of that profile for which he/she has access to.